



WEWS

ORDER

Flight Dates **10/22/12-11/11/12**

Contract / Revision **306188 /**
Original Date / Revision
 07/27/12 11/01/12
Advertiser **Ohio House Republican Org**
Agency **Midwest Communications &**
Buying Contact
49 S Grant Avenue
Columbus, OH 43125

Product
Candidate A

Agency Com 15%
Billing Contact
7720 Benson Road
Carroll, OH 43112

Sales Office WEWSL
Sales Region LOC
Agency Ref

Order Sep 00:20:00

Estimate #
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		
WEWS Local Political	%		

Order Share 25% Market Value 532000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	75%	399000
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	46	\$50,150.00	\$59,000.00	148.00	10/01/12	10/28/12	46	\$50,150.00	\$59,000.00
November 2012	55	\$62,900.00	\$74,000.00	177.60	10/29/12	11/06/12	55	\$62,900.00	\$74,000.00
Totals	101	\$113,050.00	\$133,000.00	325.60					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/22/12	11/06/12	M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	3.40	NM	9	\$27,000.00



WEWS

Print Date: 11/02/12

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Contract / Revision **306188** Flight Dates **10/22/12-11/11/12**

Hiatus Dates

Original Date / Revision 07/27/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Ohio House Republican Or** Product **Candidate A**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/22/12	11/06/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	4	\$3,000.00	P-1	3.40	NM	9	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$3,000.00		3.40			
N 2	WEWS	10/22/12	11/11/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	5	\$750.00	P-1	3.40	NM	11	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$750.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					5	\$750.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$750.00		3.40			
N 3	WEWS	10/22/12	11/06/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$950.00	P-1	3.40	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$950.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					3	\$950.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$950.00		3.40			
N 4	WEWS	10/22/12	11/06/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$950.00	P-1	3.40	NM	7	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					3	\$950.00		3.40			
Week:		10/29/12	11/04/12	MTWTF--					3	\$950.00		3.40			
Week:		11/05/12	11/11/12	MT-----					1	\$950.00		3.40			
N 5	WEWS	10/22/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	5	\$650.00	P-2	3.20	NM	14	\$12,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$650.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$650.00		3.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WEWS	10/29/12-11/04/12		M-F 9-10a		9-10a	MTWThF----	:30		(\$650.00)		3.20	NM		
See MG 5.12,5.13,5.14,5.15,5.16 [hra/pol]															
7	WEWS	10/29/12-11/04/12		M-F 9-10a		9-10a	MTWThF----	:30		(\$650.00)		3.20	NM		
See MG 9.17,9.18,9.19,9.20,9.21 [na]															
12	WEWS	10/29/12-11/04/12		M-F 5-6p News		5-6p	MTWThF----	:30		\$2,000.00		3.20	NM		
Ⓜ MG for 5.6,8.7,10.7,9.10,9.11															
13	WEWS	10/29/12-11/04/12		M-F 1202a-107a Jimmy Kiml 1202-107x			MTWThF----	:30		\$700.00		3.20	NM		
Ⓜ MG for 5.6,8.7,10.7,9.10,9.11															
14	WEWS	10/29/12-11/04/12		SA 1135-1150p Sports SAT		1130p-1150p	-----Sa--	:30		\$1,400.00		3.20	NM		
Ⓜ MG for 5.6,8.7,10.7,9.10,9.11															
15	WEWS	10/29/12-11/04/12		SU 6-630p News		6-630p	-----Su	:30		\$1,600.00		3.20	NM		
Ⓜ MG for 5.6,8.7,10.7,9.10,9.11															
16	WEWS	10/29/12-11/04/12		SU 1125p-12a Sports Extra		1135p-12x	-----Su	:30		\$850.00		3.20	NM		
Ⓜ MG for 5.6,8.7,10.7,9.10,9.11															
Week:		11/05/12	11/11/12	MT-----					1	\$650.00		3.20			
N 6	WEWS	10/22/12	11/06/12	M-F 12-1230pm News M-F 12-1p News	CM	12-1p	MTWTF--	:30	5	\$1,200.00	P-1	3.20	NM	11	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,200.00		3.20			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,200.00		3.20			
Week:		11/05/12	11/11/12	MT-----					1	\$1,200.00		3.20			
N 7	WEWS	10/22/12	11/06/12		CM	4-5p	MTWTF--	:30	5	\$1,000.00	P-2	3.20	NM	11	\$11,000.00



WEWS

Print Date: 11/02/12

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Hiatus Dates

Original Date / Revision 07/27/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Ohio House Republican Or** Product **Candidate A**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5p Dr. Oz											
				M-F 4-5p Dr. Oz											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$1,000.00		3.20						
Week:		10/29/12	11/04/12	MTWTF--	5		\$1,000.00		3.20						
Week:		11/05/12	11/11/12	MT-----	1		\$1,000.00		3.20						
N 8	WEWS	10/22/12	11/06/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	5	\$2,500.00	P-1	3.20	NM	9	\$22,500.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$2,500.00		3.20						
Week:		10/29/12	11/04/12	MTWTF--	5		\$2,500.00		3.20						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>		
7	VEWS	10/29/12-11/04/12		M-F 6-630p News	6-630p		MTWThF----	:30	(\$2,500.00)			3.20	NM		
				See MG 5.12,5.13,5.14,5.15,5.16											
				[hra/pol]											
9	VEWS	10/29/12-11/04/12		M-F 6-630p News	6-630p		MTWThF----	:30	(\$2,500.00)			3.20	NM		
				See MG 9.17,9.18,9.19,9.20,9.21											
				[NA]											
Week:		11/05/12	11/11/12	MT-----	1		\$2,500.00		3.20						
N 9	WEWS	10/22/12	11/06/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	5	\$1,200.00	P-2	3.20	NM	14	\$19,050.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$1,200.00		3.20						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg</u>	<u>Type</u>		
4	VEWS	10/22/12-10/28/12		M-F 730-8P	730-8p		MTWThF----	:30	(\$1,200.00)			3.20	NM		
				See MG 9.12,9.13,9.14,9.15											
				[na]											
12	VEWS	10/22/12-10/28/12		SA 7PM News	7-730p		-----Sa--	:30	\$1,200.00			3.20	NM		
				Ⓜ MG for 11.1,10.2,11.4,11.3,9.4											
				[Sports Late-Run]											
13	VEWS	10/22/12-10/28/12		SA 1135-1150p Sports SAT	1130p-1150p		-----Sa--	:30	\$800.00			3.20	NM		
				Ⓜ MG for 11.1,10.2,11.4,11.3,9.4											
				[Sports Late-Run]											
14	VEWS	10/29/12-11/04/12		SA 1135-1150p Sports SAT	1130p-1150p		-----Sa--	:30	\$800.00			3.20	NM		
				Ⓜ MG for 11.1,10.2,11.4,11.3,9.4											
15	VEWS	10/29/12-11/02/12		M-F 7-730p	7-730p		MTWThF----	:30	(\$1,500.00)			3.20	NM		
				Ⓜ See MG 9.16											
16	VEWS	10/29/12-11/02/12		M-F 7-730p	7-730p		MTWThF----	:30	\$2,500.00			3.20	NM		
				Ⓜ MG for 9.15 10/29											
Week:		10/29/12	11/04/12	MTWTF--	5		\$1,200.00		3.20						



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Original Date / Revision 07/27/12/ 11/01/12

Order Sep 00:20:00

Advertiser **Ohio House Republican Or** Product **Candidate A**

Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WEWS	10/22/12	11/06/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	5	\$1,200.00	P-2	3.20	NM	14	\$19,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		5				\$1,200.00		3.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WEWS	10/29/12-11/04/12		M-F 730-8P See MG 9.17,9.18,9.19,9.20,9.21 [p/1]		730-8p	MTWThF----	:30		(\$1,200.00)		3.20	NM		
8	WEWS	10/29/12-11/04/12		M-F 730-8P See MG 9.17,9.18,9.19,9.20,9.21 [hra/p1]		730-8p	MTWThF----	:30		(\$1,200.00)		3.20	NM		
9	WEWS	10/29/12-11/04/12		M-F 730-8P See MG 9.17,9.18,9.19,9.20,9.21 [na]		730-8p	MTWThF----	:30		(\$1,200.00)		3.20	NM		
10	WEWS	10/29/12-11/04/12		M-F 730-8P See MG 5.12,5.13,5.14,5.15,5.16 [hra/pol]		730-8p	MTWThF----	:30		(\$1,200.00)		3.20	NM		
17	WEWS	10/31/12-11/02/12		M-F 5-6p News Ⓜ MG for 10.6,9.9,8.9,9.8,9.6,5.7		5-6p	--WThF----	:30		\$2,000.00		3.20	NM		
18	WEWS	10/31/12-11/02/12		M-F 5-6p News Ⓜ MG for 10.6,9.9,8.9,9.8,9.6,5.7		5-6p	--WThF----	:30		\$2,000.00		3.20	NM		
19	WEWS	10/31/12-11/02/12		M-F 7-730p Ⓜ MG for 10.6,9.9,8.9,9.8,9.6,5.7		7-730p	--WThF----	:30		\$1,500.00		3.20	NM		
20	WEWS	10/31/12-11/02/12		M-F 7-730p Ⓜ MG for 10.6,9.9,8.9,9.8,9.6,5.7		7-730p	--WThF----	:30		\$1,500.00		3.20	NM		
21	WEWS	11/06/12-11/06/12		M-F GMC 5-6a Ⓜ MG for 10.6,9.9,8.9,9.8,9.6,5.7		5-6a	-T-----	:30		\$750.00		3.20	NM		
	Week:	11/05/12	11/11/12	MT-----		1				\$1,200.00		3.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
11	WEWS	11/05/12-11/11/12		M-F 730-8P See MG 5.12,5.13,5.14,5.15,5.16 [N/A HRA]		730-8p	MT-----	:30		(\$1,200.00)		3.20	NM		
N 10	WEWS	10/22/12	11/06/12	M-F 1135p-1202a Nightline M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,000.00	P-2	3.20	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		3				\$1,000.00		3.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WEWS	10/22/12-10/28/12		M-F 1135p-1202a Nightline See MG 9.12,9.13,9.14,9.15 [na]		1135p-1207x	MTWThF----	:30		(\$1,000.00)		3.20	NM		
	Week:	10/29/12	11/04/12	MTWTF--		3				\$1,000.00		3.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WEWS	10/29/12-11/04/12		M-F 1135p-1202a Nightline Credited [per bill]		1135p-1207x	MTWThF----	:30		(\$1,000.00)		3.20	NM		
6	WEWS	10/29/12-11/04/12		M-F 1135p-1202a Nightline See MG 9.17,9.18,9.19,9.20,9.21 [hra/pol/p1]		1135p-1207x	MTWThF----	:30		(\$1,000.00)		3.20	NM		
	Week:	11/05/12	11/11/12	MT-----		1				\$1,000.00		3.20			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
7	WEWS	11/05/12-11/11/12		M-F 1135p-1202a Nightline See MG 5.12,5.13,5.14,5.15,5.16 [N/A HRA]		1135p-1207x	MT-----	:30		(\$1,000.00)		3.20	NM		

